

FIG. 1

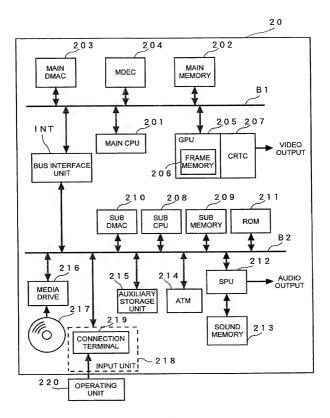
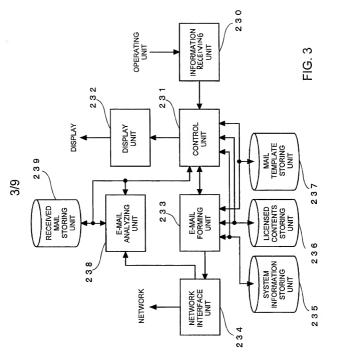


FIG. 2



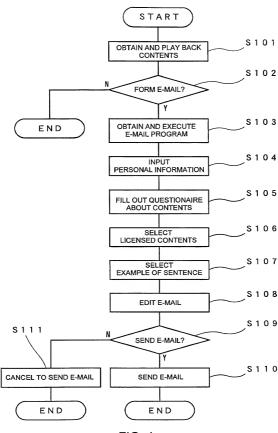


FIG. 4

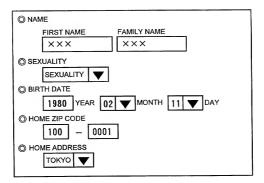


FIG. 5

QUESTIONAIRE ABOUT MOVI	E
HOW OFTEN DO YOU SEE THE MO	VIE?
ONCE A MONTH	✓
WHY DO YOU SEE THIS MOVIE?	
LEADING ACTOR	▼
DIRECTOR	
ADVERTISEMENT	
PRECEDING ONE IS INTERESTING	3
RECOMMENDED BY A FRIEND	

FIG. 6

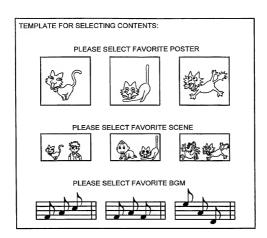


FIG. 7

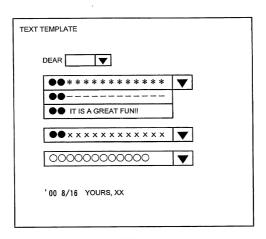


FIG. 8

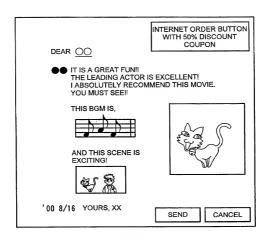


FIG. 9